

CULTURAL ECONOMIC DEVELOPMENT PROGRESSIVE REPORT

June 2009

Betty Boone, Director, MI Office of Cultural Economic Development
Carol J. Trosper, Deputy Director, MI Office of Cultural Economic Development

The cultural sector is a critical contributor to Michigan's economy because it creates jobs, strengthens a community's tax base, attracts and retains people to live and work in Michigan. It influences business development and expansion decisions, inspires downtown revitalization and historic preservation, builds community identity and pride of place, promotes diversity, and stimulates the growth of creative enterprise.

The Michigan Office of Cultural Economic Development in 2005 was charged with creating a state strategy to leverage Michigan's creative talent and cultural assets to spur economic growth and community prosperity. The following describes many of the programs and projects the Office has implemented through the strategic plan.

CULTURAL ECONOMIC PARTNERSHIP

Sugar Hill, a community located in midtown Detroit and listed on the National Register of Historic Places, has the potential to become a major cultural destination. Strategic investment is helping connect contiguous but separate major Sugar Hill arts initiatives into a cohesive arts destination by creating public spaces with arts and design components that provide pedestrian-friendly access corridors. Sugar Hill is a strategic neighborhood in midtown Detroit identified and recognized as a dense business/residential arts district.

The MI Office of Cultural Economic Development and the University Cultural Center Association (UCCA) initiated conversations with MSHDA, local developers, business owners, architects and planners to develop a comprehensive cultural economic development land use plan to guide investment. Albert Kahn Associates created an exciting plan. The plan provides for the interaction, coordination and presentation of cultural facilities, land use, audience development, artist live/work spaces, housing and environmental enhancements in the Sugar Hill Arts District

UCCA president Sue Mosey estimates the entire midtown project's cost to be \$34 million; approximately \$33.5 million has been committed from the New Economy Initiative, Brownfield and historic preservation tax credits, and City of Detroit Community Development Block Grants. On March 10, 2009, Ms. Mosey announced a \$2.5 million investment into the Sugar Hill District development.

CULTURAL ECONOMIC DEVELOPMENT PLAN MODEL

The Lansing/East Lansing Cultural Economic Development (CED) Planning partnership has been established to develop a collaborative cultural economic development plan and implementation strategies for the cities of Lansing and East Lansing, Michigan, uniting the cities' revitalization efforts around cultural economic opportunities and enhancing the cities' economic development master plan. The plan will serve as a roadmap that incorporates the strategic use of community cultural assets and economic development implementation steps to help guide the citizens of Lansing and East Lansing in achieving an improved and sustainable economic future.

Local and state agencies combined resources to implement this process. They are the MI Office of Cultural Economic Development, City of East Lansing, Arts Council of Greater Lansing, Michigan State Housing Development Authority, Lansing Economic Development Corporation/City of Lansing, and Michigan State University.

The MI Office of Cultural Economic Development has taken the lead to facilitate and coordinate an extensive six-month planning process through consultants, municipalities, university and public engagement. The plan will identify existing cultural assets and identify ways to expand upon these assets, develop opportunities for collaboration with local and regional partners, assess the community's capacity and readiness to undertake cultural economic development, and identify the community's strengths and weaknesses in employing its cultural resources to attract businesses, residents, tourists and entrepreneurs.

The CED planning process should guide the cities, cultural businesses and organizations and institutions of higher learning towards generating unique and new community energy, public support, political support, and business support for the cities' economic revitalization efforts. The plan itself should lead the cities on a five (5) year collaborative path that creates new jobs, private investment, a stronger tax base, and tourism. The process and plan will serve as a cultural economic development-planning model.

MICHIGAN MAIN STREET CED PLANNING

As a two-part project the MI Office of Cultural Economic Development is working with MSHDA'S Main Street Program and the State Historic Preservation Office to incorporate cultural economic development into the Michigan Main Street Model, develop a CED consultant request for proposal, participate in consultant selection, and support community engagement.

Part One: MSHDA's Executive Director Keith Molin announced that four communities were selected as part of the Michigan Main Street program to provide Cultural Economic Development plans for the participating communities. As part of the cultural economic development project, the four participating communities of Niles, Marshall, Boyne City and Calumet will be provided with information and strategies on utilizing arts and culture within the community's economic development and downtown revitalization activities.

Part Two: Cultural economic development is a new component being incorporated into the Michigan Main Street (MMS) Program and its wide range of technical assistance and professional services it provides to its local MMS Communities. A goal of the Cultural Economic Development planning is to overlap all of the Four-Points and outline cultural components, stakeholders, actions, and projects that could fit within each of the program's committees and work plans.

CULTURAL ECONOMIC DEVELOPMENT READINESS

Monroe County is situated directly between Detroit to the north and Toledo, Ohio to the south, with proximity to other cities like Ann Arbor, Michigan and Windsor, Ontario. Both I-75 and U.S. 23 traverse Monroe County from north to south. Welcome centers are located on each route.

Monroe County is Michigan's southeastern most county, and is Michigan's only port on Lake Erie. The lakeshore offers many fishing and boating opportunities, and harbors North America's only International Wildlife Refuge. It is known to be one of best birding sites in Michigan and encompasses about 3,000 acres of marsh, mud flats, and open water.

Monroe County has a rich historic legacy, having been the adopted home of General George Armstrong Custer, and the site of the Battle of the River Raisin, part of the War of 1812. The battle, fought on Jan 22, 1813 was one of the largest engagements of the War of 1812.

Monroe County has fully embraced the cultural economic development concept. The Michigan Office of Cultural Economic Development has worked in Monroe County to the extent of helping create a Cultural Economic Development task force; conducting public visioning meetings; developing a purpose statement and proposals; supporting the River Raisin Battlefield to be designated as a National Park Battlefield; and providing the leadership to help create the War in the Western Theatre Legacy Council; the War of 1812 Heritage Trail web-site, and Preserve America interest. All of these actions have generated spin off planning, cultural tourism activities and enhanced community enthusiasm.

CED TRAINING

The Michigan Municipal League partnered with HAL and the MI Office of Cultural Economic Development to develop and present the Arts and Culture as an Economic Development Strategy workshop. The workshop was conducted at three locations around the state at the end of 2008: Dearborn, Alpena, and Kalamazoo.

From the museum and hometown festival to the local art gallery and library, communities across our state are blessed with places that allow us to explore our art, cultural and heritage. These places produce a direct economic benefit resulting in jobs, a stronger tax base, downtown and neighborhood revitalization, and tourism. Therefore, the purpose of the workshop was to increase awareness among local officials as to the importance of the art and culture sector to an overall economic development strategy.

The workshop program included presentations from Cultural Economic Development practitioners Bob McNaulty, Founder and President of Partners for Livable Communities and Ben Peterson, Paducah Kentucky City Planner. The agenda continued with:

- Key components of cultural economic development. The panel discussion focused on the issues of attracting and keeping citizens; cultural tourism and revitalization.
- Local best practices.
- Strategies for engagement and implementation.

The workshop was well attended with eighty to one hundred people at each location.

VISITOR EXPERIENCE TRAINING

The Michigan Museum Association collaborated with HAL and the MI Office of Cultural Economic Development to create Visitors Experience training curriculum and present consultant training workshops in partnership with Michigan State University Museum and Michigan State University Extension. Consultation and training was provided to Michigan museums.

CULTURAL ECONOMIC DEVELOPMENT ONLINE TOOL (CEDOT) - RESEARCH

In partnership with Michigan State University, the MI Office of Cultural Economic Development developed the Cultural Economic Development Tool (CEDOT), the first online system of its kind in the nation. CEDOT is an integrated set of tools to enhance the success and contribution of Michigan's cultural sector. Prior to CEDOT, there was no cost-effective, comprehensive tool available to the cultural sector to help them quickly update and verify their current economic circumstance and impact, and project into the future. The system provides the cultural sector convenient access to: up-to-date scientific information on cultural customers (e.g., tourists, purchasers of art), verification of what Michigan's cultural sector generates in terms of spending, income, and employment.

Through CEDOT the Great Lakes Arts, Culture, and Heritage Participation Survey, provides economic information from more than 6,000 households in Michigan and the surrounding Great Lakes states, concerning residents' arts and cultural participation and consumerism, from their purchases and travel decisions to employment and education opportunities. This survey gives Michigan a powerful tool in leveraging a key economic sector. The survey can be found at [CEDOT: Great Lakes Arts, Culture, and Heritage Participation Survey](#)

CraftWORKS! MICHIGAN

In FY 2006, the MI Office of Cultural Economic Development, in partnership with the Michigan State University Museum, launched *CraftWORKS! Michigan* to, among other things, create culture-based tourism trails and grow jobs and businesses based on the state's traditional arts and crafts. Craft fairs and festivals, county fair exhibitions, craft-based tours and events, craft exhibitions and galleries provide reasons for travel. The *CraftWORKS! Michigan* program developed four craft-based tourism trails in Leelanau County, completed assessment of the state's traditional craft industry and created "CraftWORKS! Michigan: A Report on Traditional Crafts and Economic Development in Michigan" lays the strategy for creatively packaging Michigan's crafts industry in ways that will: boost a region's appeal by collectively leveraging its unique heritage, personality and crafting businesses; and offer a new and appealing tourism product by providing another opportunity for a "pure Michigan" visitor experience.

The report is available online at www.craftworksmichigan.org.

CONFERENCES

Initiated, lead and coordinated by the now MI Office of Cultural Economic Development staff the five International/national and Creating Cool conferences were the place to be. From hosting the National Assembly of State Arts Agency's national conference and turning it into an international event in Detroit and Windsor to the first Creating Cool conference featuring Richard Florida and Bill Strickland, followed by Tipping to Cool with Malcolm Gladwell, to the Art of Cool and *Driving Michigan's Economic Engine Using Culture and Tourism*, all were presented to sold out crowds.

The conferences mustered attendance from community teams, showcased arts, culture and industry resources, provided original CED consultancies, assembled state department participation, and lead the industry in new directions.

This document was created with Win2PDF available at <http://www.daneprairie.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.